

Let me tell you more about my experience.

Hi, I'm Emelie, driven by curiosity, always exploring what's next in motion, design, interaction, and coding with AI. Designing to make an impact isn't just a phrase for me, it's how I approach every project. It's hard to fit my story into a few lines, so if you'd like to know more or just want to chat, feel free to reach out.

Education

CodeCadamy 2025-2026

Taking online courses learning more about AI-coding and Front-End Design.

Hyper Island 2020-2022

Diploma in motion design.
Studied in Karlskrona, Sweden.

The Design Kids Boot-camp 2019

An invitation-only, week-long design immersive in Porto, Portugal, dedicated to branding and creative exploration.

Yoobee School of Design 2016-2018

Diploma in Web & Graphic Design.
Diploma in Digital Design.
Studied in Auckland, New Zealand.

UNITEC 2015

Certificate in Design & Visual Arts.
Studied in Auckland, New Zealand.

Work

NORD ID 2025-Now
Digital Designer

As a Creative Digital Designer at NORD ID, I've worked with clients including Skanska, Vattenfall, Cure Media, and Verifone - designing every detail in Figma, from pixel-perfect visuals to interaction design and scalable design systems. I work closely with developers to ensure flawless execution in every breakpoint, making sure every brand looks and feels exceptional in the digital space while staying easy to manage and update behind the scenes.

Bäck & Friends 2024-Now
Owner

In 2024 I took the leap and launched my own studio, working independently while deepening my understanding of strategy and business, adding a layer to my design practice that I bring to every project.



Page two

Perfect Fools 2023-2024 Visual Designer

Visual Designer at Perfect Fools, a renowned creative agency in Stockholm celebrated for its creative excellence. As part of a tight-knit three-person design team, I was responsible for all visual and design output across the agency — from visual identities, campaign sites, and social media content to motion and case film production. Working with high-profile clients such as Red Bull, Polarbröd, Svenska Spel, and Halebop, I made sure every touchpoint felt considered and on-brand across both digital and print.

SNASK 2022-2023 Junior Designer

Snask is an award-winning Stockholm studio specializing in branding, design, and film. I worked across a wide range of disciplines such as brand identity and strategy, website design, motion design, illustration, and handcraft set design. Getting hands-on experience with the full creative process from concept to execution.

Studio 7 2019 Freelance

A freelance collaboration with Studio 7, one of New Zealand's award-winning studios. Working closely with the creative director, I was involved from initial concept all the way through to execution — taking on design, illustration, and concept development throughout the entire process.

RUN 2018-2019 Freelance

Freelance collaborator at Run, a Māori owned and female-led agency in New Zealand with a multicultural team. I worked across multiple projects spanning app design, illustration, and campaign content and design.

Programs

As a designer I believe keeping up with evolving tools and technology isn't optional, it's part of the craft. My toolkit includes Figma, After Effects, Cavalry, Webflow, Illustrator, InDesign, and Photoshop.

But what excites me most right now is how AI is reshaping what's possible. By combining AI tools with coding workflows, I've started stepping into the world of front-end design. Taking concepts from Figma all the way to a live web experience, something that not long ago would have required a developer.

What I bring to the table

Throughout my career I've worked across award-winning studios, agencies, and my own studio, adapting to new industries, tools, and challenges without missing a beat. I'm not just someone who keeps up with change, I lean into it. As a designer I bring both the craft and the drive to move things forward, and I naturally step into a leading role when the situation calls for it. There's more to show than I could ever write down, so rather than me just telling you, I'd love to show you instead. I promise you won't regret it, or maybe you will, but at least you'll get a free coffee.